

# **PUBLIC RELATIONS, ADVERTISING AND MARKETING**

## ***I. PROGRAM OVERVIEW***

The Office of Traffic Safety employs one fulltime staff person – a Manager of Marketing and Public Affairs – who oversees three programs: 1) Media and Press relations for traffic safety issues and initiatives for the entire state of California; 2) oversight of a marketing contract that assists the OTS in directing media buys, ad placements, and video and audio PSA production; and 3) oversight of a \$1.9 million contract with RCE Inc. for planning of all OTS conferences, seminars and workshops.

## ***II. ACTION PLAN***

In 2007, OTS will focus on generating earned media for a myriad of traffic safety initiatives through targeted DUI and seat belt campaigns and through active grants – all designed toward lowering the Mileage Death Rate and increasing statewide seat belt use. This approach includes providing increased media assistance to local grantees on new and innovative programs and continuing to target under-represented groups and the general population with traffic safety messages.

OTS Public Affairs will be utilizing its contractor, Ogilvy Public Relations Worldwide, in support of many of these initiatives. The Contractor assists OTS in campaign development, media buys, advertising services, graphic design and publication production and various other marketing grants that are designed to assist the state in creating awareness of traffic safety programs and initiatives and reach its goal of reducing fatalities and injuries due to traffic crashes.

## ***III. TASKS***

### ***TASK 1 - PUBLIC RELATIONS***

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#### **STATEWIDE CAMPAIGNS**

OTS Public Affairs will spearhead several key public awareness campaigns during 2006-2007. Key campaigns will include California's "Click It or Ticket" campaign (also see Paid Advertising), as well as December's Drunk and Drugged Driving Prevention Month, Child Passenger Safety Week (February), and holiday DUI enforcement campaigns around the state's four major holiday periods: Christmas/New Year's, Memorial Day, Independence Day, and Labor Day weekend. All campaigns will rely heavily upon earned media to educate Californians about safe driving practices, including seat belt use, child passenger safety and impaired driving. OTS will also continue to expand partnerships with CHP, the Department of Motor Vehicles, Caltrans, and the Department of Alcoholic Beverage Control on various programs and campaigns such as "Click It or Ticket" moving forward.

## **PARTNERSHIPS**

OTS has an established track record of developing successful partnerships to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups, industry representatives, local, regional and state government agencies and, business and industry.

Public/Private partnerships are very important to OTS' long-term planning. These partnerships are designed to augment resources, extend outreach to diverse audiences and at-risk communities, and extend marketing opportunities. Past partners have supported Teen anti-DUI programs, Drunk and Drugged Driving Prevention (3D) Month, Child Passenger Safety, safety belt use, and bicycle and pedestrian issues, to name a few. OTS will build upon existing partnerships and forge new alliances to support and facilitate its own conferences, meetings and community events.

## **OTS TRACKS NEWSLETTER**

The Office's flagship and award-winning quarterly publication, *OTS Tracks*, is now in its 15<sup>th</sup> year of production. Its audience is more than 3,000 traffic safety practitioners, law enforcement and fire departments, members of the media, legislators, and key stakeholder groups. Content includes thought-provoking guest commentaries from local grantees, as well as quarterly perspectives from the Secretary of Business, Transportation and Housing Agency, and the Director of the Office of Traffic Safety.

## **OTS WEBSITE**

The OTS Web site ([www.ots.ca.gov](http://www.ots.ca.gov)) features an enhanced, retooled look. Law enforcement agencies are increasingly reliant on the Web site for topical information on everything from grant application announcements to new data on a plethora of traffic safety subjects, and the latest on media events; and, consistent with new technological innovations in the way we get the news, the news media is using the OTS site as a valued resource. Additions and enhancements to the site include streamlined grant applications processes, a new and improved pressroom, and the launch of the AVOID Program Web site ([www.Californiaavoid.org](http://www.Californiaavoid.org)), the central clearinghouse for the state's growing AVOID programs.

## **MEDIA RELATIONS**

Bringing together expert resources in Media Relations, Public Affairs and community outreach, OTS Public Affairs offers an array of services, including: Media Relations, Marketing, Event Logistics, Creative Writing, and Campaign Management.

OTS Public Affairs is a "one-stop shop" resource for all of its grantees, whether organizing a media event or assisting in garnering earned media through placement of specialty stories or op/eds. The Office also works with the National Highway Traffic Safety Administration on media buys surrounding high-profile DUI and seat belt enforcement campaigns. The Office also assists all grantees in crafting news releases and press advisories, as the need arises.

## GRANTEE SUPPORT

Integrating media into all grant programs on the local level is key goal and objective in OTS Public Affairs. The office routinely assists grantees in the execution of media events, framing key messages, and arranging media interviews. In addition, OTS Public Affairs directs the message on news releases and specialty articles penned by local grantees and community-based organizations.

## ***TASK 2 - PAID ADVERTISING***

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### CAMPAIGNS

During 2007, some of the campaigns that OTS may be using paid media include: Drunk and Drugged Driving (3D) Prevention Month (December); You Drink You Drive You Lose DUI campaign; Child Passenger Safety Week (February), regional AVOID DUI campaigns (held during peak holiday periods) and other campaigns as they arise.

The following table reflects grants active in FFY 2007 with paid media in their budgets:

Grant #	Agency
AL0646	California Highway Patrol
AL0731	California Highway Patrol
AL0734	California Highway Patrol
AL0740	California Highway Patrol
AL0749	California Highway Patrol
AL0760	California Highway Patrol
AL0761	California Highway Patrol
PS0707	California Highway Patrol
PT0427	California Highway Patrol
PT0507	California Highway Patrol
PT0619	California Highway Patrol
PT0620	California Highway Patrol
PT0735	California Highway Patrol
AL0599	Department of Alcoholic Beverage Control
RS0702	Department of Justice
RS0702	Department of Transportation
AL0673	Fresno County
AL0633	Humboldt County
AL0667	Orange County
PS0708	Pasadena DOT
AL0644	Pleasanton
AL0565	Roseville
AL0567	Sacramento

<b>Grant #</b>	<b>Agency</b>
AL0623	San Diego State University
OP0607	San Francisco County
PS0601	San Francisco County
AL0613	San Rafael
AL0672	Santa Rosa
CB0602	Shasta County
OP0603	Solano County

### ***TASK 3 - MARKETING***

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#### **SPORTS AND ENTERTAINMENT MARKETING**

OTS Sports & Entertainment Marketing program has become a national model for sports partnerships and traffic safety. While the 2006 schedule of events won't be announced until March, campaign venues being explored include partnerships with California-based professional baseball, soccer, concerts, auto racing, hockey and high school football teams.